

<b>FSC-41-B</b>		<b>3/2/98</b>	
<b>SUBJECT:</b> Competitive Marketing Activities and CATS - March 1998			
Response Required?		<u>  X  </u> Yes	
Date Required:		<u>  April 1, 1998  </u>	
<b>DISTRIBUTION:</b>			
<u>  X  </u> AVP	<u>  X  </u> KAM	<u>  X  </u> DM	
<u>  X  </u> RSM	<u>  X  </u> AM	<u>  X  </u> RM	
<u>  X  </u> RBM	<u>  X  </u> AE	<u>      </u> Sales Rep	
<u>  X  </u> ROM		<u>      </u> Retail Rep	

<u>Sales</u>		<u>Retail</u>	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____		_____
1224	_____		_____
1225	_____		_____
1226	_____		_____
1227	_____		_____
1228	_____		_____
1229	_____		_____
1240	_____		_____
1244	_____	RSM	RBM

*Handwritten initials: MC, SC, PA, and a signature.*

**Objective:** Provide timely competitive information on an on-going basis from Field Sales to Winston-Salem.

**Purpose:** Timely information on competitive marketing activities is critical in order to determine potential impact of these activities on RJR promotions and programs.

Attached is the Competitive Marketing Activities and CATS input report for March 1998. Information for this report should be obtained from all Management as well as Sales Representatives. It is important that the information be reported at the division level **not the region level**.

When large scale sales meetings are scheduled/held by our competitors, it is often an indication of new brand introductions or major new programs. If you hear of any such activities, please call and report to Ext. 5154 or 7501 immediately or fax to 910-741-6892.

All new brand introductions, price increases, Direct Account Programs, and any other special activities should be reported **immediately** to:

Ed McAtee  
800-852-8015, Ext. 5154  
Fax: 910-741-6892

It is not necessary to follow the traditional lines of communication when reporting competitive information. All members of management are encouraged to call Winston-Salem directly. Also, please do not hold competitive information until this report is submitted - mail or fax information as it is received.

Whenever information or competitive items are sent to Winston-Salem, please ensure they are name stamped or identified with the name and division number.

Return attached report as soon as possible but no later than April 1, 1998.

Program Contact: Ed McAtee, extension #5154

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51851 5371

**RETURN BY APRIL 1, 1998**

**COMPETITIVE MARKETING ACTIVITIES AND CATS**

**March 1998**

Division/Div. # \_\_\_\_\_

Division Manager \_\_\_\_\_

**Return To:**

**Mr. E. M. McAtee**

**10904**

**Bus. Strategy & Plan./Reynolds 9**

**FAX #: 910-741-6892**

**New Brand Alert**

List all **new brands** introduced in your Division/District during the month of March only:

- Brown & Williamson \_\_\_\_\_  
\_\_\_\_\_
- Lorillard \_\_\_\_\_  
\_\_\_\_\_
- Philip Morris \_\_\_\_\_  
\_\_\_\_\_
- Liggett \_\_\_\_\_  
\_\_\_\_\_
- Other Tobacco Companies \_\_\_\_\_  
\_\_\_\_\_

• ***Competitor Meetings***

***It is becoming increasingly important for us to be aware of competitors meeting activities.***

***Please report any activities immediately via phone 1-800-852-8015 ext. 5154***

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## COMPETITIVE MARKETING ACTIVITIES AND CATS

March 1998

### OTHER ACTIVITIES

- List competitive promotions that are in Direct Account Warehouses to be packed, but that have not appeared on the retail trade.

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- List below any other competitive activities such as sales force restructuring, activity on Indian Reservations, cigarette outlets, special events, etc.

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## COMPETITIVE AREA TRACKING SYSTEM

### CATS

March 1998

Follow the listed guidelines when completing monthly input report:

*This report is designed to track primarily premium promotions and some selected coupon/buy some activities.*

- Chain divisions are not to submit a report.
- Report promotions only within your division/district boundaries.
- Exclude any military couponing/premium activity.
- When reporting coupon/premium promotions, report only those that were observed on the retail trade. Report those observed in Direct Accounts on Page 2.
- On blank lines provided, list any premium promotions observed at retail that are not indicated on the form.
- Ensure report is in Winston-Salem by April 1, 1998.

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Division Manager: \_\_\_\_\_  
 Division #: \_\_\_\_\_

**Premium  
Retail Promotions**

**Legend**

- OCC = On Carton Field Affixed Coupon
- ICC = Integrated Coupon Part of Carton
- OPC = Off Pack Coupon/VPR

**MARCH 1998**

**Philip Morris**

	Yes	No
. B&H - B2G1F	( )	( )
. Marlboro - 25¢ off pack	( )	( )
. Marlboro - \$2.50 off carton	( )	( )
. Marlboro - 20¢ off pack	( )	( )
. Marlboro - \$2 off carton	( )	( )
. Parliament - Free deck of cards w/2 pks	( )	( )
. Virginia Slims - Free lighter w/2 pks	( )	( )
. Basic - 25¢ off pack	( )	( )
. Basic - \$2.50 off carton	( )	( )
. Basic - \$2 off carton	( )	( )
. Basic - 20¢ off pack	( )	( )
. Basic - B2G1F	( )	( )
. Basic - Buy 8 packs G 2 packs free	( )	( )
. Cambridge - B3G2F	( )	( )
. Cambridge - B8G2F	( )	( )
. _____	( )	( )

**P. Lorillard**

. Newport - B1G1F	( )	( )
. Newport - 30¢ off pack	( )	( )
. Newport - 40¢ off pack	( )	( )
. Newport - 50¢ off pack	( )	( )
. Maverick - 20¢ off pack	( )	( )
. Maverick - 30¢ off pack	( )	( )
. Maverick - 40¢ off pack	( )	( )
. Maverick - B1G1F	( )	( )
. Old Gold - 30¢ off pack	( )	( )
. Old Gold - 35¢ off pack	( )	( )
. Old Gold - 40¢ off pack	( )	( )
. _____	( )	( )

**BAT (B&W/ATC)**

	Yes	No
. Kool - B1G1F	( )	( )
. Kool - 30¢ off pack	( )	( )
. Kool - 40¢ off pack	( )	( )
. Kool - 50¢ off pack	( )	( )
. Carlton - B1G1F	( )	( )
. Carlton - 20¢ off pack	( )	( )
. Carlton - 30¢ OCC	( )	( )
. Carlton - 40¢ OCC	( )	( )
. GPC - 15¢ off pack	( )	( )
. GPC - 20¢ off pack	( )	( )
. GPC - 30¢ off pack	( )	( )
. GPC - 35¢ off pack	( )	( )
. GPC - 40¢ off pack	( )	( )
. Misty - B1G1F	( )	( )
. Misty - 15¢ off pack	( )	( )
. Misty - 20¢ off pack	( )	( )
. Misty - 30¢ off pack	( )	( )
. _____	( )	( )
. _____	( )	( )

**Liggett & Myers**

. _____	( )	( )
. _____	( )	( )

**Other Tobacco Company**

. _____	( )	( )
. _____	( )	( )

**Special Request**

Please report the most prevalent (not the highest) coupon/buydown amounts for the following brands. Also indicate if the amounts shown are higher than the previous month and if yes, how much they have gone up.

	Pack	Carton	Is Amount Higher Than Previous Month		If Yes, By How Much	
			Yes	No	Pack	Carton
GPC	—	—	—	—	—	—
Basic	—	—	—	—	—	—
Montclair	—	—	—	—	—	—

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